

WHAT IS CLAIMED IS:

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for conducting a promotion, comprising:
2 generating an outcome;
3 generating an unlock code capable of unlocking said outcome;
4 providing an indication of said outcome;
5 providing an indication of said unlock code; and
6 providing an indication of a benefit associated with said outcome.
- 1 2. The method of claim 1, further comprising:
2 receiving a redemption request associated with said outcome.
- 1 3. The method of claim 2, wherein said redemption request is received from at least
2 one of a user, user device, intermediary, or intermediary device.
- 1 4. The method of claim 1, further comprising:
2 associating a qualifying action to said unlock code.
- 1 5. The method of claim 4, further comprising:
2 associating an expiration date with said qualifying action.
- 1 6. The method of claim 4, further comprising:
2 providing an indication of said qualifying action.
- 1 7. The method of claim 4, further comprising:
2 verifying a completion of said qualifying action.
- 1 8. The method of claim 4, further comprising:
2 receiving an indication of a completion of said qualifying action.
- 1 9. The method of claim 4, wherein said providing an indication of a benefit associated
2 with said outcome is completed only after said qualifying action is completed.
- 1 10. The method of claim 4, wherein said unlock code can be provided to a user only

2 after said user has completed said qualifying action.

1 11. The method of claim 1, further comprising:
2 associating a qualifying action with said benefit.

1 12. The method of claim 1, further comprising:
2 associating a qualifying action to said outcome.

1 13. The method of claim 12, further comprising:
2 associating an expiration date with said qualifying action.

1 14. The method of claim 12, further comprising:
2 invalidating said qualifying action.

1 15. The method of claim 12, further comprising:
2 providing an indication of said qualifying action.

1 16. The method of claim 12, further comprising:
2 verifying a completion of said qualifying action.

1 17. The method of claim 12, further comprising:
2 receiving an indication of a completion of said qualifying action.

1 18. The method of claim 12, wherein said providing an indication of a benefit
2 associated with said outcome is completed only after said qualifying action is completed.

1 19. The method of claim 1, further comprising at least one of the following:
2 receiving an indication of a completion of a qualifying action associated with said
3 unlock code; and
4 receiving an indication of a completion of a qualifying action associated with said
5 outcome.

1 20. The method of claim 1, further comprising at least one of the following:
2 verifying a completion of a qualifying action associated with said unlock code; and
3 verifying a completion of a qualifying action associated with said outcome.

1 21. The method of claim 1, further comprising at least one of the following:

2 determining at least one intermediary device to which to provide said indication of
3 said unlock code; and

4 determining at least one intermediary device to which to provide said indication of
5 said outcome.

1 22. The method of claim 1, further comprising at least one of the following:

2 determining at least one intermediary to which to provide said indication of said
3 unlock code; and

4 determining at least one intermediary to which to provide said indication of said
5 outcome.

1 23. The method of claim 1, further comprising at least one of the following:

2 determining at least one user to whom to provide said indication of said outcome;
3 and

4 determining at least one user to whom to provide said indication of said unlock
5 code.

1 24. The method of claim 1, further comprising at least one of the following:

2 determining at least one user device to which to provide said indication of said
3 outcome; and

4 determining at least one user device to which to provide said indication of said
5 unlock code.

1 25. The method of claim 1, further comprising at least one of the following:

2 determining how many outcomes to provide to a user; and

3 determining how many unlock codes to provide to a user.

1 26. The method of claim 1, further comprising at least one of the following:

2 determining how many outcomes to provide to a user device; and

3 determining how many unlock codes to provide to a user device.

1 27. The method of claim 1, further comprising at least one of the following:

2 determining how many outcomes to provide to an intermediary; and

3 determining how many unlock codes to provide to an intermediary.

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- 1 28. The method of claim 1, further comprising at least one of the following:
2 determining how many outcomes to provide to an intermediary device; and
3 determining how many unlock codes to provide to an intermediary device.
- 1 29. The method of claim 1, further comprising at least one of the following:
2 receiving an indication of a behavior of a recipient of said indication of said
3 outcome;
4 characterizing a behavior of a recipient of said indication of said outcome; and
5 comparing a behavior of a recipient of said indication of said outcome to a
6 qualifying action indicated to said recipient.
- 1 30. The method of claim 1, further comprising at least one of the following:
2 determining an expected value of said outcome; and
3 determining a frequency distribution associated with said outcome.
- 1 31. The method of claim 1, further comprising at least one of the following:
2 providing an indication of an expected value of said outcome; and
3 providing an indication of a frequency distribution associated with said outcome.
- 1 32. The method of claim 1, further comprising at least one of the following:
2 receiving an indication of an unlocking of said outcome; and
3 receiving an indication of a selection of said outcome for unlocking.
- 1 33. The method of claim 1, further comprising:
2 associating said outcome with a benefit.
- 1 34. The method of claim 1, further comprising at least one of the following:
2 populating an outcome database;
3 maintaining an outcome database;
4 updating an outcome database;
5 accessing an outcome database;
6 populating a transaction database;
7 maintaining a transaction database;
8 updating a transaction database;

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9 accessing a transaction database;
10 populating a user database;
11 maintaining a user database;
12 updating a user database;
13 accessing a user database;
14 populating an intermediary database;
15 maintaining an intermediary database;
16 updating an intermediary database; and
17 accessing an intermediary database.

1 35. The method of claim 1, further comprising at least one of the following:
2 providing associated information with said outcome;
3 determining a condition for display of information associated with said outcome;
4 and
5 providing an indication of an expected value of said outcome.

1 36. The method of claim 1, further comprising at least one of the following:
2 receiving payment for said indication of said unlock code; and
3 receiving payment for said indication of said outcome.

1 37. The method of claim 1, further comprising:
2 verifying a proper unlocking of said outcome.

1 38. The method of claim 1, further wherein said outcome is associated with at least one
2 of a symbol, value, identifier, benefit or prize.

1 39. The method of claim 1, wherein said outcome is locked.

1 40. The method of claim 1, wherein said outcome can only be unlocked by said unlock
2 code.

1 41. The method of claim 1, wherein said outcome can only be unlocked by said unlock
2 code for a predetermined period of time.

1 42. The method of claim 1, wherein said outcome can be unlocked by only one unlock

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2 code.

1 43. The method of claim 1, wherein said outcome can be unlocked by at least two
2 unlock codes.

1 44. The method of claim 1, wherein said unlock code can unlock only one outcome.

1 45. The method of claim 1, wherein said unlock code can unlock at least two outcomes.

1 46. The method of claim 38, wherein after being used to unlock a first outcome, said
2 unlock code cannot be used to unlock any more outcomes.

1 47. The method of claim 1, wherein said unlock code is reusable.

1 48. The method of claim 1, wherein said providing said indication of said outcome
2 comprises:

3 providing said indication of said outcome to at least one user.

1 49. The method of claim 1, wherein said providing said indication of said outcome
2 comprises:

3 providing said indication of said outcome to at least one user device.

1 50. The method of claim 1, wherein said providing said indication of said outcome
2 comprises:

3 providing said indication of said outcome to at least one intermediary.

1 51. The method of claim 1, wherein said providing said indication of said outcome
2 comprises:

3 providing said indication of said outcome to at least one intermediary device.

1 52. The method of claim 1, wherein said providing said indication of said unlock code
2 comprises:

3 providing said indication of said unlock code to at least one intermediary.

1 53. The method of claim 1, wherein said providing said indication of said unlock code
2 comprises:

3 providing said indication of said unlock code to at least one intermediary device.

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- 1 54. The method of claim 1, wherein said providing said indication of said unlock code
2 comprises:
3 providing said indication of said unlock code to at least one user.
- 1 55. The method of claim 1, wherein said providing said indication of said unlock code
2 comprises:
3 providing said indication of said unlock code to at least one user device.
- 1 56. The method of claim 1, wherein said outcome has an associated expiration date.
- 1 57. The method of claim 1, wherein said unlock code has an associated expiration date.
- 1 58. The method of claim 1, wherein said benefit has an associated expiration date.
- 1 59. The method of claim 1, wherein providing said indication of said outcome includes
2 providing said indication of said outcome to a plurality of users.
- 1 60. The method of claim 59, wherein said benefit varies in relation to how many of said
2 plurality of users unlock said outcome.
- 1 61. The method of claim 59, wherein said benefit varies in relation to how many of said
2 plurality of users provide a redemption request associated with said outcome.
- 1 62. The method of claim 59, wherein said benefit varies in relation to how many of said
2 plurality of users complete a qualifying action associated with said outcome.
- 1 63. The method of claim 59, wherein said benefit varies in relation to how many of said
2 plurality of users complete a qualifying action associated with said unlock code.
- 1 64. The method of claim 1, wherein providing said indication of said unlock code
2 includes providing said indication of said unlock code to a plurality of users.
- 1 65. The method of claim 1, further comprising at least one of the following:
2 associating biometric information with said outcome;
3 associating biometric information with said unlock code; and
4 associating biometric information with said benefit.

- 1 66. The method of claim 1, further comprising:
2 associating said unlock code with a user device.
- 1 67. The method of claim 1, further comprising:
2 associating said outcome with a user device.
- 1 68. The method of claim 1, further comprising:
2 receiving biometric information associated with a user.
- 1 69. The method of claim 1, further comprising:
2 determining a user device identifier.
- 1 70. The method of claim 1, further comprising:
2 associating said outcome with a user device identifier.
- 1 71. The method of claim 1, further comprising:
2 associating said unlock code with a user device identifier.
- 1 72. The method of claim 1, further comprising:
2 associating said benefit with a user device identifier.
- 1 73. The method of claim 1, further comprising:
2 receiving a user identifier.
- 1 74. The method of claim 1, wherein said providing an indication of a benefit associated
2 with said outcome occurs before said providing an indication of said unlock code.
- 1 75. The method of claim 1, wherein said providing said indication of a benefit
2 associated with said outcome occurs before said providing said indication of said unlock
3 code.
- 1 76. The method of claim 1, wherein said providing said indication of a benefit
2 associated with said outcome occurs before said generating an outcome.
- 1 77. The method of claim 1, wherein said providing said indication of a benefit
2 associated with said outcome occurs before said generating an unlock code.

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1 78. The method of claim 1, wherein said generating an outcome includes selecting an
2 outcome from a plurality of predetermined outcomes.

1 79. The method of claim 1, wherein said generating an outcome includes identifying a
2 predetermined outcome.

1 80. The method of claim 1, wherein said generating an outcome includes receiving an
2 indication of a designated outcome to use.

1 81. The method of claim 1, wherein said generating an unlock code includes selecting
2 an unlock code from a plurality of predetermined unlock codes.

1 82. The method of claim 1, wherein said generating an unlock code includes identifying
2 a predetermined unlock code.

1 83. The method of claim 1, wherein said generating an unlock code includes receiving
2 an indication of a designated unlock code to use.

1 84. The method of claim 1, further comprising:
2 invalidating said outcome.

1 85. The method of claim 1, further comprising:
2 invalidating said unlock code.

1 86. The method of claim 1, further comprising:
2 invalidating said benefit.

1 87. A method for conducting a promotion, implemented in a promotion control system,
2 the method comprising:

3 providing data representative of an outcome, said outcome associated with at least
4 one unlock code;

5 providing data representative of said at least one unlock code;

6 receiving data representative of a redemption request associated with said outcome;

7 and

8 providing data representative of a benefit associated with said outcome upon

9 receiving said data representative of said redemption request.

1 88. A method for conducting a promotion, comprising:

2 determining at least one outcome;

3 determining at least one unlock code for at least one of said at least one outcome;

4 sending at least one indication of one of said at least one outcome;

5 sending an at least one indication of one of said at least one unlock code;

6 receiving a redemption request associated with at least one of said at least one

7 outcome; and

8 sending at least one indication of at least one benefit associated with at least one of

9 said at least one outcome.

1 89. The method of claim 88, wherein said unlock code has an associated qualifying
2 action.

1 90. The method of claim 88, wherein said outcome has an associated qualifying action.

1 91. A method for conducting a promotion, comprising:

2 providing at least one indication of an outcome;

3 providing at least one indication of an unlock code capable of unlocking said
4 outcome;

5 providing at least one indication of at least one benefit associated with said at least
6 one outcome after said outcome is unlocked.

1 92. The method of claim 91, further comprising:

2 receiving an indication that said outcome has been unlocked.

1 93. The method of claim 91, further comprising:

2 associating a qualifying action with said outcome.

1 94. The method of claim 93, further comprising:

2 receiving an indication of a completion of said qualifying action.

1 95. The method of claim 91, wherein said outcome has an associated qualifying action.

1 96. The method of claim 91 further comprising:

- 2 associating a qualifying action with said unlock code.
- 1 97. The method of claim 96, further comprising:
2 receiving an indication of a completion of said qualifying action.
- 1 98. The method of claim 91, wherein said unlock code has an associated qualifying
2 action.
- 1 99. A method for conducting a promotion, comprising:
2 providing an indication of a promotion outcome to a user and an indication of an
3 unlock code associated with said promotion outcome to an intermediary;
4 receiving a redemption request associated with said promotion outcome; and
5 providing an indication of a benefit associated with said promotion outcome.
- 1 100. The method of claim 99, further comprising:
2 identifying said promotion outcome.
- 1 101. The method of claim 100, further comprising:
2 identifying said unlock code associated with said promotion outcome.
- 1 102. A method for conducting a promotion, comprising:
2 providing an indication of a promotion outcome to an intermediary and an
3 indication of an unlock code associated with said promotion outcome to a user;
4 receiving a redemption request associated with said promotion outcome; and
5 providing an indication of a benefit associated with said promotion outcome.
- 1 103. The method of claim 102, further comprising:
2 identifying said promotion outcome.
- 1 104. The method of claim 103, further comprising:
2 identifying said unlock code associated with said promotion outcome.
- 1 105. A method of participating in a promotion, comprising:
2 receiving an indication of an unlock code associated with at least one outcome;
3 associating a qualifying action with said unlock code;
4 providing an indication of said qualifying action; and

5 providing an indication of said unlock code upon a completion of said qualifying
6 action.

1 106. The method of claim 105, further comprising at least one of the following:
2 receiving an indication of a completion of said qualifying action; and
3 verifying a completion of said qualifying action.

1 107. The method of claim 105, further comprising at least one of the following:
2 determining at least one user to whom to provide an indication of said qualifying
3 action; and
4 determining at least one user device to which to provide an indication of said
5 unlock code.

1 108. The method of claim 105, further comprising:
2 determining how many unlock codes to provide to a user.

1 109. The method of claim 105, further comprising at least one of the following:
2 receiving an indication of a behavior of a recipient of said indication of said
3 qualifying action;
4 characterizing a behavior of a recipient of said indication of said qualifying action;
5 and
6 comparing a behavior of a recipient of said indication of said qualifying action to
7 said qualifying action.

1 110. The method of claim 105, further comprising at least one of the following:
2 assigning an identifier to said unlock code; and
3 recording a user associated with said indication of said qualifying action.

1 111. The method of claim 105, further comprising at least one of the following:
2 receiving an indication that an outcome has been unlocked; and
3 receiving an indication of a selection of an outcome for unlocking.

1 112. The method of claim 105, further comprising at least one of the following:
2 providing associated information with said unlock code;
3 providing associated information with said qualifying action;

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1 121. The method of claim 105, further comprising:

2 invalidating at least one of said outcome, said unlock code, and said qualifying
3 action.

1 122. The method of claim 105, further comprising:
2 modifying at least one of said outcome, said unlock code, and said qualifying
3 action.

1 123. A method of participating in a promotion, comprising:
2 receiving an indication of an outcome associated with at least one unlock code;
3 associating a qualifying action with said outcome;
4 providing an indication of said qualifying action; and
5 providing an indication of said outcome upon a completion of said qualifying
6 action.

1 124. A method of participating in a promotion, comprising:
2 receiving an indication of an outcome, said outcome associated with at least one
3 unlock code capable of unlocking said outcome;
4 identifying a qualifying action for at least one of said at least one unlock code;
5 distributing at least one indication of at said qualifying action; and
6 distributing at least one indication of at least one of said at least one unlock code
7 upon receiving an indication of a completion of said one qualifying action.

1 125. A method of participating in a promotion, comprising:
2 receiving an indication of an outcome, said outcome associated with at least one
3 unlock code capable of unlocking said outcome;
4 identifying a qualifying action for said outcome;
5 distributing at least one indication of at said qualifying action; and
6 distributing at least one indication of at least one of said outcome upon receiving an
7 indication of a completion of said one qualifying action.

1 126. A method for participating in a promotion, comprising:
2 receiving an indication of an outcome;
3 receiving an indication of a qualifying action associated with an unlock code that
4 can unlock said outcome;

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5 receiving said unlock code;
6 unlocking said outcome; and
7 receiving an indication of a benefit associated with said outcome.

1 127. The method of claim 126, further comprising:
2 providing an indication of a completion of said qualifying action.

1 128. The method of claim 126, further comprising:
2 providing a redemption request associated with said outcome.

1 129. The method of claim 126, further comprising:
2 providing information regarding behavior characteristics.

1 130. The method of claim 126, further comprising at least one of the following:
2 receiving information associated with said outcome;
3 receiving information associated with said unlock code;
4 receiving information associated with said qualifying action; and
5 receiving information associated with said benefit.

1 131. A method for participating in a promotion, comprising:
2 receiving an indication of an unlock code;
3 receiving an indication of a qualifying action associated with an outcome that can
4 be unlocked by said unlock code;
5 receiving said outcome;
6 unlocking said outcome; and
7 receiving an indication of a benefit associated with said outcome.

1 132. The method of claim 131, further comprising:
2 providing a redemption request associated with said outcome.

1 133. The method of claim 131, further comprising:
2 providing an indication of a completion of said qualifying action.

1 134. A method for participating in a promotion, comprising:
2 receiving data representative of an unlock code;

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receiving data representative of a qualifying action associated with an outcome that
can be unlocked by said unlock code;

transmitting data representative of an indication of a completion of said qualifying
action;

receiving data representative of said outcome;

unlocking said outcome; and

receiving data representative of a benefit associated with said outcome.

135. A method for participating in a promotion, comprising:

receiving data representative of an outcome;

receiving data representative of a qualifying action associated with an unlock code
that can unlock said outcome;

transmitting data representative of an indication of a completion of said qualifying
action;

receiving data representative of said unlock code;

unlocking said outcome; and

receiving data representative of a benefit associated with said outcome.

136. A method for participating in a promotion, comprising:

receiving an indication of at least one outcome;

receiving an indication of at least one qualifying action, said at least one qualifying
action associated with at least one unlock code;

receiving at least one unlock code upon satisfying at least one of said at least one
qualifying action;

using at least one unlock code to unlock at least one of said at least one outcome;

sending at least one redemption request upon unlocking of one at least one of said at
least one outcome; and

receiving a benefit associated with an unlocked outcome.

137. A method for participating in a promotion, comprising:

receiving an indication of at least one outcome;

receiving an indication of at least one qualifying action, each of said at least one
qualifying action associated with at least one unlock code;

receiving at least one unlock code upon satisfying at least one of said at least one
qualifying actions;

unlocking at least one of said at least one outcome; and
receiving a benefit associated with an unlocked outcome.

138. A method for participating in a promotion, comprising:

receiving an indication of at least one unlock code;

receiving an indication of at least one qualifying action, said at least one qualifying
action associated with at least one outcome;

receiving at least one outcome upon satisfying at least one of said at least one
qualifying actions;

unlocking at least one of said at least one outcome; and
receiving a benefit associated with an unlocked outcome.

139. A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor
being operative to:

generate an outcome;

generate an unlock code associated with said outcome;

provide an indication of said outcome;

provide an indication of said unlock code; and

provide an indication of a benefit associated with said outcome.

140. A computer readable medium for use in a promotion system, the computer readable
medium storing a computer program comprising:

computer readable means for producing an outcome;

computer readable means for producing a reveal code associated with said outcome;

computer readable means for sending an indication of said outcome;

computer readable means for sending an indication of said reveal code; and

computer readable means for sending an indication of a benefit associated with said
outcome.

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1 141. An article of manufacture, comprising:
2 a computer usable medium having a computer readable program means embodied
3 therein for operating an information system, the computer readable program means in said
4 article of manufacture operable to:
5 generate an outcome;
6 generate an unlock code associated with said outcome;
7 provide an indication of said outcome;
8 provide an indication of said unlock code; and
9 provide an indication of a benefit associated with said outcome.

1 142. An apparatus for conducting a promotion, comprising:
2 means for producing an outcome;
3 means for producing a reveal code associated with said outcome;
4 means for sending an indication of said outcome;
5 means for sending an indication of said reveal code; and
6 means for sending an indication of a benefit associated with said outcome.

1 143. A system for conducting a promotion, comprising:
2 a memory;
3 a communication port; and
4 a processor connected to said memory and said communication port, said processor
5 being operative to:
6 provide data representative of an outcome, said outcome associated with at
7 least one unlock code;
8 provide data representative of said at least one unlock code;
9 receive data representative of a redemption request associated with said
10 outcome; and
11 provide data representative of a benefit associated with said outcome upon
12 receiving said data representative of said redemption request.

1 144. A computer readable medium for use in a promotion system, the computer readable
2 medium storing a computer program comprising:
3 computer readable means for transmitting data representative of an outcome, said

outcome associated with at least one reveal code;

computer readable means for transmitting data representative of said at least one reveal code;

computer readable means for obtaining data representative of a redemption request associated with said outcome; and

computer readable means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

145. An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

provide data representative of an outcome, said outcome associated with at least one unlock code;

provide data representative of said at least one unlock code;

receive data representative of a redemption request associated with said outcome; and

provide data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

146. An apparatus for conducting a promotion, comprising:

means for transmitting data representative of an outcome, said outcome associated with at least one reveal code;

means for transmitting data representative of said at least one reveal code;

means for obtaining data representative of a redemption request associated with said outcome; and

means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

147. A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor

5 being operative to:

6 receive an indication of an unlock code associated with at least one

7 outcome;

8 associate a qualifying action with said unlock code;

9 provide an indication of said qualifying action; and

10 provide an indication of said unlock code upon a completion of said

11 qualifying action.

1 148. A computer readable medium for use in a promotion system, the computer readable
2 medium storing a computer program comprising:

3 computer readable means for obtaining an indication of an unlock code associated
4 with at least one outcome;

5 computer readable means for establishing a qualifying action for said unlock code;

6 computer readable means for sending an indication of said qualifying action; and

7 computer readable means for sending an indication of said unlock code upon a

8 completion of said qualifying action.

1 149. An article of manufacture, comprising:

2 a computer usable medium having a computer readable program means embodied

3 therein for operating an information system, the computer readable program means in said

4 article of manufacture operable to:

5 receive an indication of an unlock code associated with at least one

6 outcome;

7 associate a qualifying action with said unlock code;

8 provide an indication of said qualifying action; and

9 provide an indication of said unlock code upon a completion of said

10 qualifying action.

1 150. An apparatus for conducting a promotion, comprising:

2 means for obtaining an indication of an unlock code associated with at least one

3 outcome;

4 means for establishing a qualifying action for said unlock code;

5 means for sending an indication of said qualifying action; and

means for sending an indication of said unlock code upon a completion of said
qualifying action.

151. A system for conducting a promotion, comprising:

a memory;
a communication port; and
a processor connected to said memory and said communication port, said processor
being operative to:

receive an indication of an outcome associated with at least one unlock code;
associate a qualifying action with said outcome;
provide an indication of said qualifying action; and
provide an indication of said outcome upon a completion of said qualifying
action.

152. A computer readable medium for use in a promotion system, the computer readable
medium storing a computer program comprising:

computer readable means for obtaining an indication of an outcome associated with
at least one unlock code;
computer readable means for establishing a qualifying action for said outcome;
computer readable means for sending an indication of said qualifying action; and
computer readable means for sending an indication of said outcome upon a
completion of said qualifying action.

153. An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied
therein for operating an information system, the computer readable program means in said
article of manufacture operable to:

receive an indication of an outcome associated with at least one unlock
code;
associate a qualifying action with said outcome;
provide an indication of said qualifying action; and
provide an indication of said outcome upon a completion of said qualifying
action.

1 154. An apparatus for conducting a promotion, comprising:
2 means for obtaining an indication of an outcome associated with at least one unlock
3 code;
4 means for establishing a qualifying action for said outcome;
5 means for sending an indication of said qualifying action;
6 means for sending an indication of said outcome upon a completion of said
7 qualifying action.

1 155. A system for conducting a promotion, comprising:
2 a memory;
3 a communication port; and
4 a processor connected to said memory and said communication port, said processor
5 being operative to:
6 receive an indication of an outcome;
7 receive an indication of a qualifying action associated with an unlock code
8 that can unlock said outcome;
9 receive said unlock code;
10 unlock said outcome; and
11 receive an indication of a benefit associated with said outcome.

1 156. A computer readable medium for use in a promotion system, the computer readable
2 medium storing a computer program comprising:
3 computer readable means for obtaining an indication of an outcome;
4 computer readable means for obtaining an indication of a qualifying action
5 associated with an unlock code that can unlock said outcome;
6 computer readable means for obtaining said unlock code;
7 computer readable means for revealing said outcome; and
8 computer readable means for obtaining an indication of a benefit associated with
9 said outcome.

1 157. An article of manufacture, comprising:
2 a computer usable medium having a computer readable program means embodied
3 therein for operating an information system, the computer readable program means in said

article of manufacture operable to:

receive an indication of an outcome;

receive an indication of a qualifying action associated with an unlock code

that can unlock said outcome;

receive said unlock code;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

158. An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an outcome;

means for obtaining an indication of a qualifying action associated with an unlock

code that can unlock said outcome;

means for obtaining said unlock code;

means for revealing said outcome; and

means for receiving an indication of a benefit associated with said outcome.

159. A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor

being operative to:

receive an indication of an unlock code;

receive an indication of a qualifying action associated with an outcome that
can be unlocked by said unlock code;

receive said outcome;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

160. A computer readable medium for use in a promotion system, the computer readable
medium storing a computer program comprising:

computer readable means for obtaining an indication of an unlock code;

computer readable means for obtaining an indication of a qualifying action

associated with an outcome that can be unlocked by said unlock code;

